

Message Text

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ACTION CU-04

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FM AMCONSUL MADRAS

TO SECSTATE WASHDC PRIORITY 2583

INFO AMEMBASSY NEW DELHI

LIMITED OFFICIAL USE MADRAS 0686

E.O. 11652: N/A

TAGS: XC, IN

SUBJECT: REQUEST FOR FACILITATIVE ASSISTANCE:

MARKAND DESAI

REF: STATE 104181

1. IN JUDGEMENT ECONOMIC AND COMMERCIAL OFFICER ONLY
ROUTINE FACILITATIVE ASSISTANCE NEED BE PROVIDED DESAI.

2. DESAI HAS ENLISTED SUPPORT OF G. SRINIVASAN, SECRETARY
OF TAMIL NADU BRANCH OF ALL-INDIA MANUFACTURER'S
ASSOCIATION, AND REQUESTED HIS ORIGINAL IDEAS TO SLANT
TRIP TOWARD CHAMBERS OF COMMERCE AND ROTARY CLUBS
WHICH GIVES IT A BUSINESS COLORATION. HOWEVER, HE
HAS NEVER APPROACHED CONSUL GENERAL EAVES OR
ECONOMIC AND COMMERCIAL OFFICER FOR SERIOUS DISCUSSION
OF ANY SPECIFIC COMMERCIAL OBJECTIVES. HE DID NOT
SEND COPIES OF MAY 10 LETTERS MENTIONED REFTEL TO
EAVES. HE APPEARED TO FAIL TO EVEN RECOGNIZE EAVES
SECOND TIME THEY MET, AND REFERRED TO COMMUNICATIONS
WITH DEPARTMENT AS QTE LETTER FROM JOHN RICHARDSON
OR SOMEBODY UNQTE. DESAI ORIGINALLY WROTE
DIRECTLY TO SECRETARY KISSINGER, ATTEMPTED TO ESTABLISH
PERSONAL LINK BY REFERRING TO LETTER KISSINGER HAD
ALLEGEDLY SENT HIM AS A STUDENT IN 1955, TOOK A LOT
OF SPACE DESCRIBING HIS OWN ACCOMPLISHMENTS, AND
BROADLY HINTED HE WAS INTERESTED IN A STUDY TOUR OF

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AMERICA FOR A MONTH OR TWO AND WONDERED IF THE

SECRETARY COULD HELP. DESAI SEEMS TO PREFER DEALING ONLY AT THIS LEVEL, AND RESPONDED TO ORIGINAL LETTER FROM RICHARDSON AND SUBSEQUENT DISCUSSIONS WITH EAVES BY WRITING SECRETARY ANOTHER LETTER.

3. ADVERTISING CIRCLES IN MADRAS COMMENT DESAI IS PROMINENT ROTARIAN, BELONGS TO FIRM WELL KNOWN IN ADVERTISING FIELD, WAS PUBLIC RELATIONS OFFICER FOR LARGE LOCAL FIRM FOR TEN YEARS, DID WORK IN ENGLAND IN ADVERTISING, AND IS REGARDED AS COMPETENT MIDDLE LEVEL EXECUTIVE WHO IS, HOWEVER, A BIT ABRASIVE AND A PUSHY SELF-PROMOTER.

4. DESAI SAID HE PLANS TO ARRIVE IN NEW YORK JUNE 9. HE IS PAYING ENTIRE COST OF TRIP HIMSELF AND DID NOT

REQUEST FINANCIAL ASSISTANCE. HE WOULD APPRECIATE ASSISTANCE ONLY WITH FOLLOWING ARRANGEMENTS:

(A) A ONE DAY VISIT TO MINNEAPOLIS BETWEEN JUNE 10 AND 12 TO MEET SOMEONE FROM THE LOCAL CHAMBER OF COMMERCE AND SOMEONE FROM THE ROTARY INTERNATIONAL MEETING APPARENTLY BEING HELD THERE AT THAT TIME; AND
(B) ONE MEETING OF A SIMILAR NATURE IN NEW YORK AND WASHINGTON D.C. DESAI WAS GIVEN NAME AND TELEPHONE NUMBER OF ERNEST MANNSMAN OF DEPARTMENT OF STATE AS SUGGESTED REFTEL AND SAID HE WOULD CALL ON ARRIVAL. DESAI CAN BE REACHED IN NEW YORK CARE OF KALPANA, 12 WEST 55TH STREET, NEW YORK 10019.

5. DESAI TRIP MAY HAVE SOME VALUE AND WE THEREFORE RECOMMEND HE BE GIVEN THE MINIMAL ASSISTANCE HE HAS REQUESTED. THIS IS FAR LESS THAN ENVISAGED IN CA 6623 OF AUGUST 1, 1973 AND WILL NOT REQUIRE THE KIND OF EFFORTS CONTEMPLATED IN THAT DIRECTIVE. DESAI HAS PRESUMABLY ALREADY SENT HIS BIOGRAPHIC DATA IN LETTERS.
GREENE

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